

Telefonica's corporate volunteering response to refugee challenge **in Spain**

Telefonica
FUNDACIÓN

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Why do we get involved?

Telefonica has a commitment to have a positive impact in the development of the communities where we operate.

Telefonica Foundation runs and coordinate the Company Corporate Volunteering Programme, generating and promoting social initiatives for Telefónica's employee to take part in the solution of real needs of societies.



How do we get involved?

Collaborating with recognized social organizations with a wide expertise in the problem.

Our network with them allows us to:

- ▲ Receive reliable information about the refugee problem in Europe
- ▲ Know the situation that refugees are facing both in their home country and in Spain.
- ▲ Know their profiles and real needs (i.e. command of Spanish)

CEA(R)

Comisión Española
de Ayuda al Refugiado



What are we doing?

**Immediate impact
activities**



With these initiatives we cover urgent needs

**Long-term activities
(sustainable)**



With these initiatives we encourage the integration of refugees into Spanish culture and society

150 volunteers
interested in
collaborating specially
with this issue (pool)

More than **20 activities**
completed
Oct 15-May 16

More than **200
volunteer positions**
offered
Oct 15 – May 16

What are we doing?

Christmas collecting:

Christmas collecting benefits refugees by giving them toys, scholar material and shoes. We collected more than **10 tons** of donations giving an immediate response.



Immediate impact activities

Bicycles campaign:

Collection of bicycles in 3 cities: Barcelona, Madrid and Valencia as part of an integral campaign for their integration (**40 bikes collected**)



Coming next:

- Repairing workshops with refugees
- Riding for the integration

What are we doing?

Long-term activities



Mentoring and teaching Spanish programme:

Volunteers and refugees are maintaining regular meetings where they learn Spanish language and culture



Urban gardens:

Volunteers and refugees built together an urban garden in one of **CEAR's** residences, as a place of leisure and recreation. In three days they developed new skills and learnt how to take care of the garden and grow crops and flowers



What are we doing?

Long-term activities

Online Volunteering

Thought our own **online volunteering platform**, Telefónica Volunteers are helping social entities with different tasks that need their digital skills such as databases creation, translations, communication campaigns, web design, social media management, etc....

🕒 Límite de inscripción
23 Noviembre 2015

✓ Plazo de entrega
27 Noviembre 2015 -
29 Febrero 2016



Apoyo en diseño de base de datos para ONG que ayuda a refugiados

Tarea propuesta por: **Accem**
Publicada el: 02 Noviembre 2015

Etiquetas: **Informática y Contenido web**, Más de 8 horas

Tu labor como voluntario consistirá en aplicar tus conocimientos de informática para ayudar a una ONG española que asiste a refugiados. Necesitan apoyo en la mejora y rediseño de la base de datos que usan para gestionar todos los contactos que ya están registrados en ella.

Tu función como voluntario consistirá en participar en la mejora de la base de datos, de manera que puedan personalizarse las comunicaciones y permitir, tam...

[Información e inscripción](#) ➔

🕒 Límite de inscripción
23 Noviembre 2015

✓ Plazo de entrega
27 Noviembre 2015 -
29 Febrero 2016



Creación de galería de imágenes en web de ONG que ayuda a refugiados

Tarea propuesta por: **Accem**
Publicada el: 02 Noviembre 2015

Etiquetas: **Informática y Contenido web**, Más de 8 horas

Tu labor como voluntario consistirá en ayudar a una organización española a crear una galería de imágenes con motivo de la campaña "1 camiseta, 1 refugiado". El objetivo de la misma es invitar a las personas participantes a que se pongan en la piel de los refugiados a través de esta prenda.

Tu colaboración consistirá en ayudar a la asociación a subir todas las fotos que tenga de la campaña y...

[Información e inscripción](#) ➔

🕒 Límite de inscripción
23 Noviembre 2015

✓ Plazo de entrega
27 Noviembre 2015 -
08 Febrero 2016



Creación de infografías para ONG que ayuda a refugiados

Tarea propuesta por: **Accem**
Publicada el: 02 Noviembre 2015

Etiquetas: **Comunicación y Marketing**, Más de 8 horas

Tu actividad como voluntario consistirá en ayudar a una asociación española a crear infografías para visibilizar el trabajo que realizan con personas en riesgo de exclusión, migrantes y desplazados de protección internacional.

Las infografías podrán usarse tanto en la web como en los diferentes canales de comunicación que utilizan con sus voluntarios, socios y demás colaboradores. El resultado de tu colaboraci...

Challenges

- ▲ Lack of information about the real problem
- ▲ Prejudice and fear because of the misinformation about the crisis
- ▲ Low participation of refugee women in activities
- ▲ Issues regarding communication between volunteers and participants during activities due to cultural diversity



Challenges

- ▲ Lack of information about the real problem

- ▲ Prejudice and discrimination of the mis

- ▲ Low in a



- ▲ Issues regarding communication between volunteers and participants during activities due to cultural diversity

How do we overcome the challenges?

- ▲ Making the volunteers aware of the problem

- ▲ Offering virtual and classroom training

- ▲ Considering all the recommendations of expert organizations

- ▲ Learning specific issues about refugees such as their legal situation and main challenges and needs

Training Volunteers

One of the cross-objectives of our program is making our volunteers aware of the problem and training them to help better and more

- ➔ We offer continuous training through our corporate virtual training platform and face to face in the NGO centers
- ➔ We develop reliable and specialized training and informative resources for all our employees
- ➔ We focus on specific issues such as legal status, challenges and real needs
- ➔ We promote our volunteers interaction and encourage them to tell their experiences (virtual communities)



Increase
the
impact

Reduce
prejudice

Make
aware

Encourage
to take
action



Lessons learnt

- ▲ Immediate impact initiatives must be complemented with **long-term activities to have deeper and more sustainable impact.**
- ▲ In crisis situations like this it is necessary to **work with expert organizations** that provide with accurate information and guide on the subject
- ▲ It is necessary to **generate your own reliable information and training resources** to share with our employees and volunteers
- ▲ It is crucial to **take into account volunteers' doubts and expectation** about the problema to adapt your offer of activities and training.

Thank you very much!



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